

## Message Text

UNCLASSIFIED

PAGE 01 JAKART 00594 151120Z

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ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W

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P R 151000Z JAN 74

FM AMEMBASSY JAKARTA

TO USDOC WASHDC PRIORITY

INFO AMEMBASSY SINGAPORE

SECSTATE WASHDC 338

UNCLAS JAKARTA 0594

FOR SINGAPOPW/MAYFIELD - BIC/OIM/FE/EMD-LEONARD

E.O. 11652: N/A

TAGS: BEXP, ID

SUBJ: USAQUIP 74: MARKET PROMOTION CONTRACOTR RECOMMENDATION.

1. EMBASSY INVITED FOLLOWING FOUR COMPNIES TO SUBMIT BIDS FOR MARKET PROMOTION CONTRACT:

- A. J.J. BROWN & ASSOCIATES, JALAN CISADANE 31A, JAKARTA
- B. P.T. INDO-AD, JALAN MELAWAI VI/27, KEBAYORAN BARUQD JAKARTA
- C. P.T. INDONESIA RESARCH & DEVELOPMENT CO., JALAN SUTAN SJAHRIR 42 JAKARTA
- D. P.T. NASIHAT, JALAN ANYER IX/6, JAKARTA

2. COMPANY B ABOVE DECLINED OUR INVITATION. COMPANIES C AND D DECIDED SUBMIT COMBINED BID BECAUSE SERVICES THEY PROVIDE ARE COMPLEMENTARY. ONE SPECIALIZES IN PRINTING, THE OTHER IN PUBLICITY, ADVERTISING, MARKET RESEARCH. J.J. BROWN & ASSOCIATES ALSO SUBMITTED BID.

3. J.J. BROWN & ASSOC. BID WAS \$31,423--TOO HIGH FOR US TO GIVE IT SERIOUS CONSIDERATION. IN ADDITION, COMPANY'S BID PRESENTATION CONTAAOED SO MANY TYPING STRIKEOVERS AND MIS- VELLED WORDS, WE COULD NOT RELY UPON IT TO DO PROFESSIONAL GOYLIBER WORK WE REQUIRE.

4. COMBINED BID OF COMPANIES C AND D WAS ATTRACTIVE, PROFESSIONAL PRESENVTION BUT AT \$26,303 ALSO TOO COSTLY. COHN/MAYFIELD/ UNCLASSIFIED

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REILLY DECIDED CALL COMPANIWQ IN TO EMBASSY TO EXPLORE POSSIBILI-

TIES REDUCING BID AMOUFZ BY REVISING SPECIFICATIONS.

5. UPSHOT OF MEETING WAS DECISION DUE TO HIGH COSTS  
PRINTING AND OTHER SERVICES IN JAKARTA, COMPNAIES C ANFYI WOULD  
SUBMIT NEW BID COVERC G ONLY ITEMS SHOWN BELOW. REMAINDER OF  
WORK WILL BE HANDLED BY EMBASSY JAKIYTA AND TRADE CENTER  
SINGAPORE. AMOUNTS BID FOR EA CATEGORY OF SERVICE ARE ALSO  
INCLUDED BELOW.

A. LIST BUILDING, STRATIFYING OF LIST FOR SECOND MAILING  
TO KEY AND PREFERRED PROSPECTS, AND IDENTIFICATION AND ARRANGING  
FOR PERSONAL CALLS. \$1050  
B. PRESS RELATIONS, INCLUDING ARRANGMENT OF  
ANNOUNCEMENT RECEPTION, OPENING DAY PRESS  
PREVIEW AND WALK THROUGH, PREPARATION OF 3  
PRESS RELEASES PLUS RELEASE FOR ANNOUNCEMENT  
RECEPTION, ESTABLISHMENT OF PRESS OFFICE AT  
EXHIBITION SITE AND MANNING IT FIRST DAY AND  
ON CALL SUCCEEDING DAYS, AND ATTENDANCE AT  
WEEKLY Z  
COM MEETINGS. \$2000  
C. PRINTING OF INVITATION LETTERS. \$ 200  
D. DIRECT MAILING,STUFFING ADDRESSING 7500 PEICES  
\$482.20  
E. POSTAGE FOR 7500 PIECES \$391.82

6. EMBASSY CONSIDERS \$4124.02 COMBINED BID OF P.T. INDONESIA  
REASEARCH AND DEVELOPMENT COM, AND P.T. NASIHAT TO BE BEST WE  
CAN OBTAIN FROM BEST QUALIFIED LOCAL FIRMS. WE ARE CONFIDENT  
THEY CAN PERFORM THE ASSIGNMENT WITH QUALITY OF AZQK WE  
REQUIRE. WE RECOMMEND THEY BE AWARDED MARKET PROMOTION  
CONTRACT.  
GALBRAITH

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 15 JAN 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition History:** n/a  
**Disposition Reason:**  
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**Review Authority:** smithrj  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 02 OCT 2002  
**Review Event:**  
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**Review Transfer Date:**  
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**Subject:** USAQUIP 74: MARKET PROMOTION CONTRACOTR RECOMMENDATION.  
**TAGS:** BEXP, ID  
**To:** n/a  
**Type:** TE  
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